

**FOR ONLINE PUBLICATION**  
**Appendix A: Table of All Films**

ID	Title	Experiment Date	Release Date	Bucket Size	Analysis Definition	BOP (OD, WE, TOT)	GOG (WE, TOT)
1	Footy Legends	28-Jul-06	03-Aug-06	Small	Art-house	WE,TOT	
2	Miami Vice	04-Aug-06	10-Aug-06	Large	Regular	WE,TOT	
3	Kenny (WE dropped)	11-Aug-06	17-Aug-06	Small	Regular	WE,TOT	
4	The Devil Wears Prada	22-Sep-06	28-Sep-06	Large	Regular	WE,TOT	
5	World Trade Centre	29-Sep-06	05-Oct-06	Large	Regular	WE,TOT	
6	Irresistible	06-Oct-06	12-Oct-06	Small	Art-house	WE,TOT	
7	Boy Town	13-Oct-06	19-Oct-06	Small	Regular	WE,TOT	
8	Suburban Mayhem	20-Oct-06	26-Oct-06	Small	Art-house	WE,TOT	
9	God on My Side (Tot Dropped)	27-Oct-06	02-Nov-06	Small	Art-house	WE,TOT	
10	Like Minds (Dropped)	03-Nov-06	09-Nov-06	Small	Art-house	WE,TOT	
11	The Prestige	10-Nov-06	16-Nov-06	Large	Regular	WE,TOT	
12	Hunt Angels (Dropped)	17-Nov-06	30-Nov-06	Small	Art-house	WE,TOT	
13	A Scanner Darkly	24-Nov-06	30-Nov-06	Small	Art-house	WE,TOT	
14	Charlotte's Web	01-Dec-06	07-Dec-06	Small	Regular	WE,TOT	
15	Eragon	08-Dec-06	14-Dec-06	Large	Art-house	WE,TOT	
16	Happy Feet	15-Dec-06	26-Dec-06	Large	Blockbuster	OD,TOT	
17	Unfinished Sky	14-Jun-08	19-Jun-08	Small	Art-house	WE,TOT	
18	Quantum of Solace	08-Nov-08	19-Nov-08	Large	Blockbuster	WE,TOT	
19	Australia	08-Nov-08	26-Nov-08	Large	Blockbuster	WE,TOT	
20	Centurion	11-Jul-10	29-Jul-10	Small	Art-house	WE	WE
21	The Expendables	11-Jul-10	12-Aug-10	Large	Regular	WE(x2)	WE(x2)
22	The Chronicles of Narnia: The Voyage of the Dawn Treader	11-Jul-10	02-Dec-10	Large	Blockbuster	WE	WE
23	The Killer Inside Me	25-Jul-10	26-Aug-10	Small	Art-house	WE(x2)	WE(x2)
24	True Grit	25-Jul-10	26-Jan-11	Small	Art-house	WE	WE
25	The Sorcerer's Apprentice	07-Aug-10	09-Sep-10	Large	Regular	WE(x2)	WE(x2)
26	Hall Pass	07-Aug-10	28-Feb-11	Large	Regular	WE	WE
27	The Girl Who Played with Fire	22-Aug-10	23-Sep-10	Small	Art-house	WE(x2)	WE(x2)
28	Mars Needs Moms	22-Aug-10	14-Apr-11	Large	Blockbuster	WE	WE
29	Eat Pray Love	05-Sep-10	07-Oct-10	Large	Regular	WE(x2)	WE(x2)
30	Scream 4	05-Sep-10	14-Apr-11	Large	Regular	WE	WE
31	Paranormal Activity 2	20-Sep-10	21-Oct-10	Large	Regular	WE(x2)	WE(x2)
32	Pirates of the Caribbean: On Stranger Tides	20-Sep-10	19-May-11	Large	Blockbuster	WE	WE
33	Oceans (Dropped)	03-Oct-10	19-May-11	Small	Art-house	WE(x2)	WE(x2)
34	X-Men: First Class	03-Oct-10	02-Jun-11	Large	Blockbuster	WE	WE
35	Harry Potter and the Deathly Hallows: Part 1	17-Oct-10	18-Nov-10	Large	Blockbuster	WE	
36	Horrible Bosses	17-Oct-10	25-Aug-11	Small	Regular	WE	
37	Romantics Anonymous	13-Apr-12	19-Apr-12	Small-Med	Art-house	WE	
38	The Lucky One	13-Apr-12	19-Apr-12	Small-Med	Regular	WE	
39	The Avengers	20-Apr-12	25-Apr-12	Med-Large	Blockbuster	WE	
40	Irvine Welsh's Ecstasy	20-Apr-12	26-Apr-12	Small-Med	Art-house	WE	
41	W.E.	27-Apr-12	03-May-12	Small-Med	Art-house	WE	
42	Delicacy	27-Apr-12	03-May-12	Small-Med	Art-house	WE	
43	Dark Shadows	04-May-12	10-May-12	Med-Large	Blockbuster	WE	
44	What to Expect When You're Expecting	04-May-12	31-May-12	Med-Large	Regular	WE	
45	The Five-Year Engagement (Dropped)	11-May-12	03-May-12	Med-Large	Regular	WE	
46	Safe(Dropped)	11-May-12	03-May-12	Med-Large	Regular	WE	
47	Bel Ami	18-May-12	24-May-12	Small-Med	Art-house	WE	
48	Men in Black 3	18-May-12	24-May-12	Large	Blockbuster	WE	
49	Declaration of War	25-May-12	31-May-12	Small	Art-house	WE	

## Appendix A: Table of All Films (Cont)

ID	Title	Experiment Date	Release Date	Bucket Size	Analysis Definition	BOP (OD, WE, TOT)	GOG (WE, TOT)
50	Get the Gringo	25-May-12	31-May-12	Med-Large	Regular	WE	
51	Prometheus	01-Jun-12	07-Jun-12	Large	Blockbuster	WE	
52	Friends with Kids	01-Jun-12	07-Jun-12	Small-Med	Art-house	WE	
53	Rock of Ages	08-Jun-12	14-Jun-12	Large	Regular	WE	
54	That's My Boy	08-Jun-12	14-Jun-12	Small-Med	Regular	WE	
55	A Royal Affair	15-Jun-12	21-Jun-12	Small	Art-house	WE	
56	Snow White and the Huntsman	15-Jun-12	21-Jun-12	Large	Blockbuster	WE	
57	Brave	15-Jun-12	21-Jun-12	Large	Blockbuster	WE	
58	The Dark Knight Rises	13-Apr-12	19-Jul-12	Extra Large	Blockbuster	WE	TOT
59	GI Joe: Retaliation	13-Apr-12	28-Mar-13	NA			TOT
60	Premium Rush	20-Apr-12	08-Nov-12	NA			TOT
61	Hotel Transylvania	20-Apr-12	20-Sep-12	NA			TOT
62	Savages	27-Apr-12	18-Oct-12	NA			TOT
63	Taken 2	27-Apr-12	04-Oct-12	NA			TOT
64	Lawless	04-May-12	11-Oct-12	NA			TOT
65	The Watch	04-May-12	13-Sep-12	NA			TOT
66	Argo	11-May-12	25-Oct-12	NA			TOT
67	Gangster Squad	11-May-12	10-Jan-13	NA			TOT
68	Skyfall	18-May-12	22-Nov-12	NA			TOT
69	The Twilight Saga: Breaking Dawn Part 2	18-May-12	15-Nov-12	NA			TOT
70	Gravity	25-May-12	03-Oct-13	NA			TOT
71	47 Ronin	25-May-12	16-Jan-14	NA			TOT
72	Rise of the Guardians	01-Jun-12	13-Dec-12	NA			TOT
73	Here Comes the Boom	01-Jun-12	06-Dec-12	NA			TOT
74	Ted	08-Jun-12	05-Jul-12	NA			TOT
75	The Hobbit: An Unexpected Journey	08-Jun-12	26-Dec-12	NA			TOT
76	Life of Pi	15-Jun-12	01-Jan-12	NA			TOT
77	Les Miserables	15-Jun-12	26-Dec-12	NA			TOT

Notes: "OD" is opening day box office, "WE" is opening weekend box office, and "TOT" is total box office. The Bucket Size of Not Applicable (NA) was assigned to movies that were only implemented in the GOG mechanism and not the BOP.

## Appendix B: Instructions

# Welcome Everyone

Box Office Prophecy is about to start – and to ensure everyone has the information they need to be big winners I have put together this little welcome pack for you all.

Box Office Prophecy is a fun, interactive process testing your ability to predict box office revenues for selected films playing in Australian cinemas.

This year we are doing something a little different, so even if you have participated in BOP before you may want to read through the HOW TO PARTICIPATE section to familiarize yourself with the process and increase your chances of making money.

Box Office Prophecy is ultimately a research project for Caltech and Sydney University in association with AFTRS to assess the nature of information that exists regarding the potential success or failure of theatrically released films.

However it's also loads of fun and FINANCIALLY rewarding. We have \$2,000 in prize money every week. So gather your information, look over the decisions of others and make as much money as you can.

We have a great range of films this year – everything from small French art house releases to huge US blockbusters – so you'll have the chance to test yourselves on your knowledge of all different genres, subject matters and styles of films.

There is one big omission! You may notice in the list of films there is a distinct lack of Australian productions. This is regrettable and everything was done to try and include some local Australian productions onto the list but unfortunately we simply could not get the information we needed regarding screen numbers and distribution dates for the Australian films that did fit within the BOP schedule.

That said several talented Aussies have contributed to the films on the list including directors Scott Hicks and Christopher Nolan as well as actors Abbie Cornish, Russell Crowe, Hugh Jackman and Chris Hemsworth. Also, one of the week nine films, Ted, was partly funded and made in Australia.

The rest of this pack gives you further information regarding how to participate and specific information regarding the cast, crew and advanced 'buzz' of the selected films. Don't be afraid to do your own research though – the people who won big last BOP made sure they were well informed.

Good luck and– *'May the BOP be with you.'*

Gabiann Marin

The Big BOPper

# When do we start?

The date has been chosen. The red carpet has been laid and the Box Office Prophecy is just around the corner.

BOP goes live on Friday the 13<sup>th</sup> of April 2012 (what an auspicious day!)

On that day – and every following Friday – you will have one hour to make your choices regarding the box office revenue outcomes of the selected films.

BOP opens at 12pm sharp and closes at 1pm.

## How to Participate

### Short Range vs. Long Range films

You will notice that each week there are two films which are opening the following weekend, and two films which are releasing many months away.

These are referred to as short range films (released the following week) and long range films (released 3 – 6 months away) and you place your selections quite differently for each.

When you login you will initially be directed to a screen which asks you about long range films.

### Long Range Films

The long range predictions are for films which are to be released anywhere from 3-6 months from the BOP date. Predictions for these films work differently from short range films. Firstly, they involve making a prediction about ‘total’ lifetime box office (up to four months from initial release). Secondly, rather than participating in buying tickets like the short-range films discussed below, you are asked the following question:

*“In the blank beside each long range film, please provide a guess about the total lifetime Australian box office (up to four months). For each film, the person whose guess is closest to the median (half of the guesses are above and half are below) of all the guesses for that film will win \$300.”*

Notice that you are not being paid on what the box office turns out to be. You are being paid if you give us an accurate prediction of what people think that the box office will be.

## Short Range Films

Once you have completed the long range film questions, you enter the BOP prediction environment for short range films where your objective is to predict 'opening weekend' (Thursday – Sunday) box office revenues. Each week there will be two films in the short range selection.

Every registered player will be given 500 BOP dollars for each short range film each week.

You will see that you can buy tickets for specific box office ranges, which we call 'buckets'.

The buckets have been determined based on the number of opening screens for the film. And each film has been categorized as one of the following:

- Art house release: less than 50 opening screens
- Small release : 50 – 100 opening screens
- Regular release: 100 - 250 opening screens
- Blockbuster release: more than 250 opening screens

You buy tickets in as many buckets as you like. In buying tickets you should consider what you think the chances are that a bucket will win and the number of tickets that others have bought on the bucket; because you are sharing the winnings in proportion to holdings. You can spread your investment across a number of potential outcome buckets and remember that the least likely might return the largest return if you are the only one investing in that bucket.

As the hour progresses you will be able to see where others are buying tickets and will be able to see if there is any specific trend happening. However be careful, the longer you wait the more expensive the tickets become, i.e. at the beginning of the hour the ticket prices are low but after a short period the price per ticket will increase. So, as more tickets are purchased and trends become evident, the cost of a ticket will increase such that near the end of the hour your 500 BOP dollars will not buy very many tickets. Think strategically, go with your gut or just take a punt; the choice is yours but whatever you decide make sure you make all purchases within that hour window (12pm – 1pm Friday). A ticket, once purchased, cannot be returned, so think carefully about where you place your money.

You should note that BOP money has no outside value, so you should spend it all.

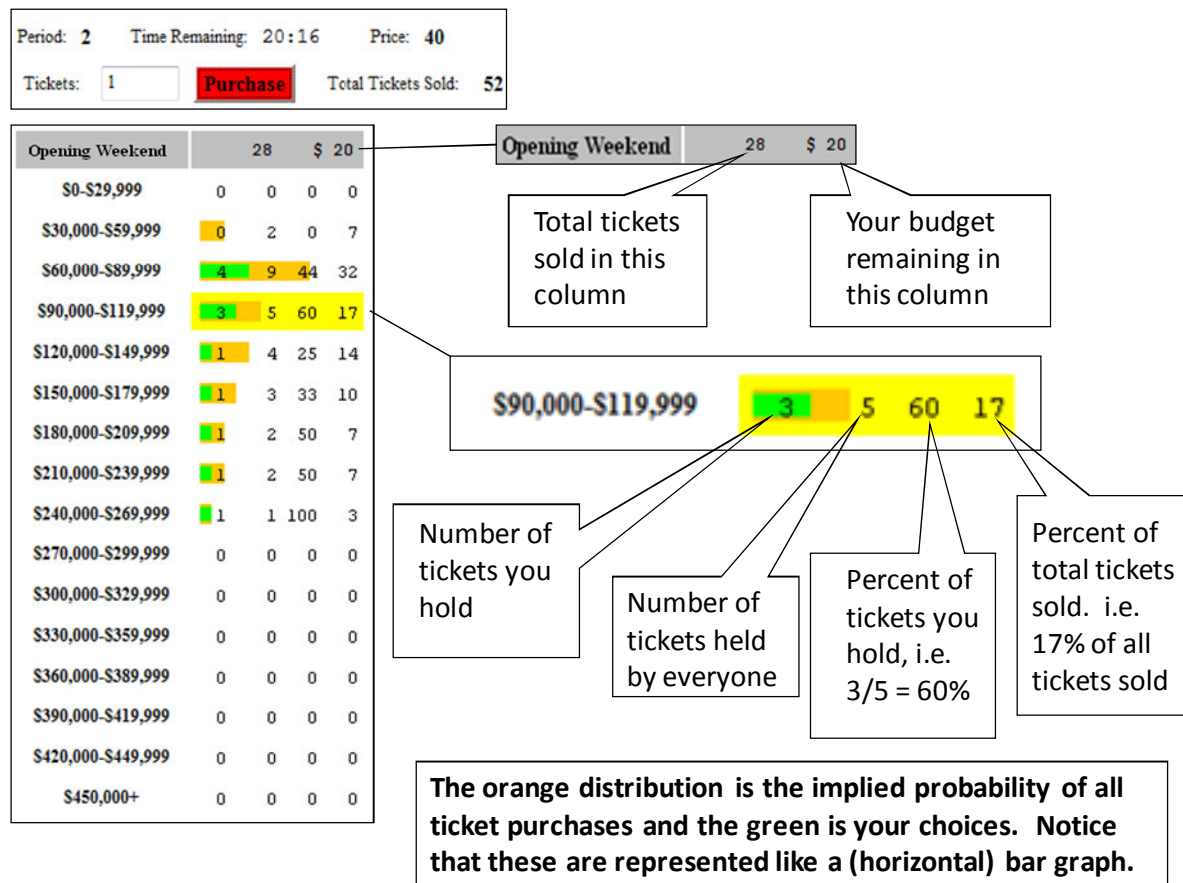
The BOP interface provides information on the following (see next page for further detail):

- The time remaining in the experiment
- The current price of a ticket
- The total number of tickets sold
- Your remaining budget
- The number of tickets you hold in each bucket
- The total number of tickets held by all participants in each bucket
- The percent of tickets you own within a particular bucket
- The percent of total tickets sold in a particular bucket of all tickets sold

As well there are useful graphics included to assist you in interpreting where others are purchasing tickets relative to your own purchases. Specifically, there are orange (horizontal) bars which correspond to the percent of total tickets sold in a particular bucket of all tickets sold. Also, there are green (horizontal) bars which represent the percentage of each bucket's tickets which you own.

Prizes are awarded corresponding to the proportion of tickets you hold in the winning bucket. For example, if (as in the screen shot below) the winning bucket is \$90,000-\$119,999, you own 60% of all tickets purchased (i.e. 3 out of the 5 tickets) and are paid 60% of the total prize pool.

The picture below shows the key features of the BOP interface screen:



## The serious stuff

BOP is a serious business, and there is serious money to be won so we have to make sure that the rules of the game are understood and followed.

The rules:

1. You must be a registered player to participate.
2. BOP is only open the Fridays from 12pm – 1pm. BOP will close precisely at 1pm.
3. Each participant makes one guess for each long range film's total box office for that week's session. Once the amount is entered it cannot be changed. The winner of the prize money will be the person whose guess is the closest to the median of all the long range guesses. In the event that there is a tie, the prize money will be shared equally.
4. Each week you will be given another 1,000 BOP dollars, i.e. 500 for each short range film. There is no roll over from unused dollars in previous sessions. Any unused (not used to buy tickets) BOP Dollars will be erased from your account at the end of each BOP session.
5. Actual Box Office returns will be calculated based on opening weekend revenues (Thursday-Sunday takings) as advised by the MPDAA– advanced screenings, special screenings and event premieres will not be counted in the box office return. A film has to be released in all major states (NSW, VIC, QLD) to be considered as officially released.
6. The Monday after the opening weekend of each short range film we will announce the actual amount of the box office and anyone who placed bets in the winning range will share in the prize money for that week based on the proportion of their ticket holdings.
7. Winners will not be announced by name; although we will alert all registered players of how many winners there were for each session as well as the actual box office of the selected films.
8. Winners will be alerted privately and winnings will be directly deposited into the bank account provided at registration. If you need to change or update your bank account please do so as soon as possible (see FAQ)
9. Prize money is \$2,000 per week distributed amongst the winners in the following way: \$700 per film for each short range film distributed to winner(s) in relation to the value of their winning bets. \$300 per film for each long range winner(s). It is assumed there will usually only be one long range winner per week although should there be multiple winners the \$300 will be shared equally between them.

Further Terms and conditions regarding BOP can be found on the website

<http://eeps6.caltech.edu/boxoffice>, by clicking 'Technical FAQ'.

## **Practices, Logging on and registering**

Go to the home site <http://eeps6.caltech.edu/boxoffice>, and click on 'Want to practice?'

Here you will be able to log onto the site and practice placing bets and see how the interface works. On this site, you can also access information about the list of films and the film schedule.

We strongly recommend you PRACTICE before the market officially opens on the 13/4/2012.

## **FAQ**

### **Can I practice before the official site opens?**

Yes, the practice market is open now. Go to <http://eeps6.caltech.edu/boxoffice>, and click on 'Want to practice?'

### **How will I know if I have won?**

You will be alerted through the email address you have provided.

### **What if I can't sign in?**

If you have trouble logging in you can click on '*I forgot my password*' under the sign in field on the main sign in page. Once prompted put in your email address and last name and you will be able to reset your password and enter the site.

If this still doesn't work you should contact Gabiann Marin at [gabiann.marin@aftrs.edu.au](mailto:gabiann.marin@aftrs.edu.au) as soon as possible

It is a good idea to check that you can get into the site a day or two before the BOP sessions as you only have 1 hour to sign in and make your choices and you may not have your matter resolved in time if you leave it to the day or the hour of the session.

### **Can I save BOP Dollars to use for later sessions?**

No. You must use the BOP dollars in each session. Any BOP dollars not used will be erased. Everyone will start with exactly the same number of BOP Dollars each session regardless of how many they spent or if they won real money, in previous sessions.

### **What if I miss a session?**

You do not have to play every session. If you miss a session you can simply log in the next session and play on. You cannot 'make up' a session. Once a BOP session is closed it is impossible for any choices to be entered for those films including long range guesses.



**How can I increase my chances of winning?**

Play every session and try to get as much information about the films as possible. You aren't trying to work out the biggest grossing films, just what you think individual films may make at the opening box office.

Some handy hints include

1. Look up similar films opening box office returns. Similar may mean alike in style, content, screening numbers or have similar or the same creative or performance people.
2. Check out the links provided, and don't be afraid of doing your own research – you may encounter something that will make a huge difference to your guesses.

**Who can I contact if any of my contact or bank details change?**

Contact Gabiann Marin at AFTRS as soon as possible to ensure you can receive information and winnings. Her direct email is [gabiann.marin@aftrs.edu.au](mailto:gabiann.marin@aftrs.edu.au).

If you have any other questions or concerns please email me directly at [gabiann.marin@aftrs.edu.au](mailto:gabiann.marin@aftrs.edu.au) and I'll try to resolve it as soon as possible. Please be advised I am not in every day so problems may take a few days to resolve- however I will try to get things sorted as soon as possible for you.

## ADDITIONAL MATERIALS: GENERAL INSTRUCTIONS

Key variables

Dear Team,

Please find attached the final list of films for BOP. We will send an updated file with film links, etc. in due course.

Please note we have our **first session Friday April 13, 12-1pm (AEST)**. In total there will be **10 weekly sessions**, each of which will run **Fridays, 12-1pm**.

As you will see from the attached spreadsheet, **each week we have four films**. Two of these are short range (opening the following week) and the other two are long range (opening 3-6 months).

For the **short range films**, we use the 'pari-mutuel' prediction mechanism for **opening weekend revenues** (Thursday – Sunday).

For the **long range films**, we use the 'average guess' prediction mechanism for **cumulative revenues** (up to four months from release).

For each film we have listed '**release type**' as one of the following:

1. Art house (<50 opening screens)
2. Small (50-100 opening screens)
3. Regular (100-250 opening screens)
4. Blockbuster (>250 opening screens)

The '**release type**' is **particularly important for the short-range films** as it dictates the range of **buckets** provided on the pari-mutuel screen. Please refer to the 'BUCKETS' tab on the attached spreadsheet to see the corresponding divisions.

Over the 10 week course of the experiment, we will be giving away A\$20,000. Therefore, **each week we give away A\$2,000**. For each **short-range film**, the pari-mutuel prize pool is **A\$700**. For each **long-range film**, the prize is **A\$300**. Note that we would generally expect only one participant to claim the long range prize, but a number of participants may share in the short-range prize pool.

Please feel free to contact me should you have any questions.

## ADDITIONAL MATERIALS: FILMS

Short range films							
Round	BOP date	Film 1	Film 1 date	Film 1 type	Film 2	Film 2 date	Film 2 type
1	13-04-12	Romantics Anonymous	19-04-12	art house	The Lucky One	19-04-12	regular
2	20-04-12	The Avengers	25-04-12	blockbuster	Irvine Welsh's Ecstasy	26-04-12	art house
3	27-04-12	W.E	03-05-12	art house	Delicacy	03-05-12	art house
4	04-05-12	Dark Shadows	10-05-12	blockbuster	What to Expect When You're Expecting	10-05-12	regular
5	11-05-12	Five-Year Engagement, The	17-05-12	regular	Safe	17-05-12	regular
6	18-05-12	Bel Ami	24-05-12	art house	Men in Black 3	24-05-12	blockbuster
7	25-05-12	Think Like A Man	31-05-12	regular	Get the Gringo	31-05-12	small
8	01-06-12	Prometheus	07-06-12	blockbuster	Friends with Kids	07-06-12	art house
9	08-06-12	Rock of Ages	14-06-12	blockbuster	That's My Boy	14-06-12	regular
10	15-06-12	A Royal Affair	21-06-12	art house	Snow White and the Huntsman	21-06-12	blockbuster

Long range films							
Round	BOP date	Film 3	Film 3 date	Film 3 type	Film 4	Film 4 date	Film 4 type
1	13-04-12	Dark Knight Rises, The	19-07-12	blockbuster	Gl Joe: Retaliation	19-07-12	regular
2	20-04-12	Premium Rush	13-09-12	regular	Hotel Transylvania	20-09-12	blockbuster
3	27-04-12	Savages	27-09-12	small	Taken 2	04-10-12	regular
4	04-05-12	Wettest County	06-09-12	regular	Neighbourhood Watch	13-09-12	blockbuster
5	11-05-12	Argo	27-09-12	regular	Gangster Squad	01-11-12	regular
6	18-05-12	Bond 23	22-11-12	blockbuster	The Twilight Saga: Breaking Dawn - Part 2	15-11-12	blockbuster
7	25-05-12	Gravity	29-11-12	regular	47 Ronin	29-11-12	blockbuster
8	01-06-12	Rise of the Guardians	13-12-12	blockbuster	Here Comes The Boom	06-12-12	blockbuster
9	08-06-12	Ted	07-12-12	regular	Hobbit: An Unexpected Journey, the	26-12-12	blockbuster
10	15-06-12	Life Of Pi	20-12-12	blockbuster	Les Miserables	26-12-12	regular

Notes:

- 1) **Short range** film predictions are for 'opening weekend' revenues (defined Thursday - Sunday inclusive).
- 2) **Long range** film predictions are for 'cumulative' (i.e. life-time) revenue up to 4 months.